TELEVISION Forecast

AUGUST 16 TO AUGUST 22 INCLUSIVE

WBKB WTMJ-TV WGN-TV

Channel 4 Forecast
Baseball Telequiz-12:55 a.m.
Every day the Cubs play home
American Teleflyers-7:30 p.m. Wed.
For flying fans'
Tele-Charades-8:00 p.m. Fri.
Ed Roberts host to Collegians
Knickerbocker-7:00 p.m. Sun.
Amateurs on TV.
★ Channel 4
WBKB
Balaban & Katz

This Is It - - - -

Mme. Oglepuss Writes Us

Much talk has centered around the letters from Kukla, Fran and Ollie, who are vacationing in Dragon Retreat, Vermont, before returning to Chicago television August 31. Most televiewers, and their ages range from three to 63, agree that it is fun to know what is happening to some of their favorite characters this summer.

Neither Kukla, Fran nor Ollie were able to write us this week, we learn from Mme. Oglepuss, and so we are publishing her note hoping it will inform our thousands of TV fans who regularly follow the antics of Burr Tillstrom's creations.

Says the comparable Ophelia—

"Kulkla, Fran, and Ollie are so busy with the Maple Sugar Stand out near the highway that they've asked me to take over the letter to our WBKB friends this week. Of course, I feel it's about time because, after all, I AM the official society reporter for the Kuklapolitan Players and I should be writing ALL the letters . . .

"Well, anyway, there's lots to report up here at lovely Dragon Retreat and I'd better get started before it's time for my rehearsal at the summer theater. First of all, I want to tell you about my hair. I had so many wonderful letters before we left, offering me sympathy and kind suggestions in my moment of tragedy and I wish I could have answered them all in person. However you will all be pleased to know, I'm sure, that my own silky tresses are coming back beautifully in that same soft shade of orange that made them so telegenic.

"It's about the length of a stylish boyish windblown feather cut, now, and let me tell you the exciting part—even though Buelah Witch's potion didn't work, I do thing it has some magical properties, for my hair is really quite curly! Isn't that too divine?

"Colonel Crackie is quite well and wants to send his best. He's very busy rehearsing his part for next week's Summer Pageant which Ollie's mother puts on each year for the guests at Dragon Retreat. It is so easy to see now where Ollie gets some of his ideas for Junior Jamboree.

"I frankly consider it rather an amateurish production and although I will gladly be of any service, naturally I cannot endanger my professional standing by taking a large part. The Colonel is shouting his lines now, and really it sounds quite like a foghorn blowing over the Vermont mountains.

"However the big news of the week is the surprise party we all gave for Kukla and Ollie last week! It was their birthday you know, and they didn't suspect that we'd remember. Fran and I planned the whole thing and I must say it was charming. (Fran is such a lovely girl.)

"Ollie's mother baked a big cake and Fletcher and Buelah Witch provided the ice cream. Ollie's father brought out his zither and sang old Dragon ballads

(*Continued on page* 6)

TELEVISION Forecast

A WEEKLY TELEVISION NEWS-MAGAZINE

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Monday

August 16, 1948

10:30—WOMAN'S WORLD. **WBKB.** Knitting Instructions featuring Mary L. Hahn.
10:45—FIRST AID. **WBKB.** Fifth Army.
11:00—SHAN AND KAY. **WBKB.** Figure control by stays-slim experts.
11:15—SHOPPING WITH DINNY. **WBKB.** Accompany this Miss on a mythical tour of some department store.
12:50—FILM. **WGN-TV.**
12:55—BASEBALL TELEQUIZ. **WBKB.** Play it and have fun!
1:00—NEWSREEL. **WGN-TV.** Local, national and International.
1:10—MEET THE PLAYERS. **WBKB.** George Janda, your TV reporter.
1:10—PLAYERS OF THE DAY. **WGN-TV.** Pre game interviews with Ed Cooper.
1:20—BASEBALL. **WGN-TV.** Cubs vs. St. Louis from Wrigley field with Jack Brickhouse announcing.
1:25—BASEBALL. **WBKB.** Joe Wilson describing Cubs-St. Louis game from Wrigley field.
3:00—MAN ON MIDWAY. **WTMJ-TV.** From State Fair.
3:20—LOOK AT THE NEWS. **WTMJ-TV.**
3:30—TENTH INNING. **WGN-TV.** Scores of other games and interviews with fans.
3:30—HARNESS RACES. **WTMJ-TV.**
7:00—TRAVELOGUE. **WTMJ-TV.** "Chile," with Julien Bryen.
7:20—NEWS. **WTMJ-TV.**
7:30—FILM. **WBKB.** To be announced.
7:30—REEL FUN. **WTMJ-TV.** "Here Comes the Circus."
7:50—TELENEWS. **WBKB.** Jim Ameche narrating.
7:50—FILM. **WGN-TV.**
8:00—NEWSREEL. **WGN-TV.** Spencer Allen announcing.
8:00—FILM. **WBKB.** To be announced.
8:00—DUGOUT DOINGS. **WTMJ-TV.** From Borchert field, Milwaukee.
8:10—SPORTSMEN'S CORNER. **WGN-TV** with Jack Brickhouse.
8:10—BASEBALL. **WTMJ-TV.** Milwaukee vs. Toledo.
8:15—FASHION QUIZ. **WBKB.** New quiz show.
8:30—WRESTLING. **WBKB.** From Midway Arena; Russ Davis announcing.
8:30—SILENT ENEMY. **WGN-TV.** Film feature.
9:30—STARS OVER STATE ST. **WGN-TV.** All Star players, Frank Leahy, Mayor Kennelly, Jack Brickhouse, plus theater and radio stars.
10:30—NEWS. **WBKB.** Today's World Picture.

(Subject to Change.)

Note: WTMJ-TV Milwaukee is on channel 3. Programs are for the benefit of north Chicago and north shore suburban telereceivers.

GOLF TIP—Gig Bramstedt, pro at Indian Hills, shows Kay Westphal how to address the ball. The scene is from WBKB's telecast of "Pars, Birdies and Eagles" shown at 8 p.m. Wednesdays.

Second Cab Driver Installs TV Set

A second Chicago taxicab has been equipped with a television receiver. Driven by Charles De Lorne, the cab has a Motorola set. The antenna is a dipole about three feet long with donut ends.

Anxious to show off his telereceiver, De Lorne has driven TV newspaper writers and critics around the city, amazing them with the reception. The cabbie was able to receive signals as far west as St. Charles.

Full Cubs Schedule

WBKB and WGN-TV cameramen have a busy week ahead televising the Cubs games scehduled for Wrigley Field. Monday, August 16 the Cubs begin a two-day encounter with St. Louis. Wednesday and Thursday Pittsburgh comes to Chicago; Friday, Saturday and Sunday the Cubs play Cincinnati.

Four TV Stations To Enter Show

Four Chicago TV stations, WBKB, WGN-TV and stations WNBQ and WENR-TV (now under construction) will participate in the first national Television and Electrical Living show to be staged September 18 through 26 at the Chicago Coliseum.

A special announcement concerning the show will be made in the next issue of this magazine, according to officials of the show who are making last-minute arrangements.

TV Cameras Tour Railroad Fair

Television is proving itself a dynamic host in the mythical trips televiewers have been taking on stations WBKB and WGN-TV. The latest of these, a tour of the Chicago Railroad Fair in Burnham park demonstrated the educational possibilities of the TV camera.

Thousands of city and suburban dwellers, comfortably seated in their homes, accompanied Jack Brickhouse and Hal Stark as the TV reporters investigated the interior of the "Train of Tomorrow," luxury General Motors diesel train. Viewers could almost taste the delicious food filmed in the dining rooms of the astra dome cars.

For those who love gadgets, the TV camera showed innumerable gadgets and controls which confront the engineer. Train workers and engineers were also interviewed. Officials estimated that the recent TV showings have boosted attendance at the lake front spectacle.

Farm Programs Planned

To keep the farm populace informed on crop and market developments, the department of agriculture plans long range use of television. According to a bulletin released by TAP, the department has banished the budget bugaboos that stymied TV operations for so long and its video project will begin shortly.

Television Forecast for

Tuesday

August 17, 1948

10:30—PETS IN THE HOME. **WBKB.** Claire DiMaggio and Collie, Mac, opening show of Woman's World hour.

10:45—FILM. **WBKB.**

11:00—CUTTING CORNERS. **WBKB.** With Catherine Payne.

11:15—SHOPPING WITH DINNY. **WBKB.** Accompany this Miss on a mythical shopping tour of a leading store.

12:50—FILM. **WGN-TV.** To be announced.

12:55—BASEBALL TELEQUIZ. **WBKB.**

1:00—NEWSREEL. **WGN-TV.** Spencer Allen announcing.

1:10—PLAYER OF THE DAY. **WGN-TV.** Ed Cooper interviews baseball stars.

1:10—MEET THE PLAYERS. **WBKB.** George Janda, your TV reporter.

1:20—BASEBALL. **WGN-TV.** Cubs vs. St. Louis, with Jack Brickhouse announcing from Wrigley field.

1:25—BASEBALL. **WBKB.** Cubs vs. St. Louis at Wrigley field. Joe Wilson announcing.

3:00—MAN ON THE STREET. **WTMJ-TV.** From State fair.

3:20—LOOK AT THE NEWS. **WTMJ-TV.**

3:30—TENTH INNING. **WGN-TV.** Scores of other games.

3:30—HARNESS RACING. **WTMJ-TV.**

7:00—TRAVELOGUE—**WTMJ-TV.** Paraguay.

7:20—NEWS. **WTMJ-TV.**

7:30—SHOPPING WITH DINNY. **WBKB.** This charming Miss has an evening show, too!

7:50—FILM. **WGN-TV.**

7:50—TELENEWS. **WBKB.** Jim Ameche narrating local, national and international news events.

8:00—AT OUR HOUSE. **WBKB.** Jim and Edie Dexter, comedy team.

8:00—NEWSREEL. **WGN-TV.** With Spencer Allen, newschief.

8:00—DUGOUT DOINGS. **WTMJ-TV.** From Borchert field.

8:10—SPORTSMEN'S CORNER. **WGN-TV** with Jack Brickhouse.

8:15—FILM. **WBKB.**

8:20—MIDGET BOXING. **WBKB.** Jim Ameche at ringside.

8:30—FILMS. **WGN-TV.** To be announced.

8:30—FILM. **WBKB.**

9:00—MAN ABOUT TOWN. **WGN-TV.** Hal Stark introduces televiewers to Chicago celebrities.

10:00—NEWS. **WBKB.** Today's World picture.

(Subject to Change.)

Television Forecast for

Wednesday

August 18, 1948

10:30—WOMAN'S WORLD. **WBKB.** Rent Control with Bea Fox. Opening show of this one hour program.
10:45—FILM. **WBKB.**
11:00—FASHIONS. **WBKB.**
11:15—SHOPPING WITH DINNY. **WBKB.** Accompany this Miss on a mythical tour of interesting shops.
12:50—FILM. **WGN-TV.** To be announced.
12:55—BASEBALL TELEQUIZ. **WBKB.**
1:00—NEWSREEL. **WGN-TV** with Spencer Allen.
1:10—MEET THE PLAYERS. **WBKB.** George Janda, your TV reporter.
1:10—PLAYERS OF THE DAY. **WGN-TV.** With Ed Cooper at Wrigley field.
1:20—BASEBALL. **WGN-TV.** Cubs vs. Pittsburgh; Jack Brickhouse announcing.
1:25—BASEBALL. **WBKB.** Cubs vs. Pittsburgh, with Joe Wilson describing the game.
3:00—MAN ON MIDWAY. **WTMJ-TV.** From State exposition grounds.
3:20—LOOK AT NEWS. **WTMJ-TV.**
3:30—TENTH INNING. **WGN-TV.** Scores of other games.
3:30—WHAT'S NEW. **WTMJ-TV.** Ask Nancy Grey. Fashions, travel, arts, etc.
4:00—CHILDREN'S CORNER. **WTMJ-TV.** Movies.
4:15—FOUR-H DAY. **WTMJ-TV.** Remote.
7:00—WISCONSIN AT WORK. **WTMJ-TV.** Golden Horizon.
7:20—NEWS. **WTMJ-TV.**
7:30—AMERICAN TELEFLYERS. **WBKB.** For flying fans.
7:50—FILM. **WGN-TV.**
7:50—TELENEWS. **WBKB.** With Jim Ameche.
8:00—PARS, BIRDIES, & EAGLES. **WBKB.** St. Andrews, Mission Hills and Indian Head.
8:00—NEWSREEL. **WGN-TV.** Spencer Allen narrating.
8:00—DUGOUT DOINGS. **WTMJ-TV.** From Borchert Field.
8:10—BASEBALL. **WTMJ-TV.** Milwaukee vs. Louisville.
8:10—SPORTSMEN'S CORNER. **WGN-TV.** Sports news and celebrities.
8:30—WRESTLING. **WBKB.** Rainbo arena, with Russ Davis, announcer.
8:30—FILM. **WGN-TV.**
9:00—CLUB TELEVISION. **WGN-TV.** Variety show with Jerry Kaufherr as MC, and music by Bob Trendler's band.
10:30—NEWS. **WBKB.** Today's World Picture.

(Subject to Change.)

Note: WTMJ-TV, channel 3, is listed for the benefit of north Chicago and northshore suburban fans able to receive this station.

This Is It . . .

(*Continued from page 3*)

until we all could have screamed, but we were polite and listened patiently.

"We were all out on the front porch and it was a beautiful night, except for the mosquitos . . . However, a couple of Mr. Dragon's cronies breathed fire and brimstone and we had no more trouble. In fact we all felt a bit faint from the fumes. Mercedes ate too much ice cream and we had to put her to bed early and Cecil Bill fell asleep on the top step and rolled off the porch before we could catch him, but other than that things went smoothly.

"Mercedes came up right here after summer camp, you know, and I must say she has been a good little girl except for the time she put the frog in Buelah Witch's bed . . . (though I thought that rather amusing myself).

"Anyway the party was a big success and we all were so pleased that Dick Snyder and Penny (his wife) came up to help celebrate. Kukla and Ollie have done so much to make other folk's birthdays happy ones, that we were glad to plan a party for them. Perhaps when we get back home we can have a belated television celebration for them on WBKB so that all of you can take part, too. I'll speak to Burr Tillstrom about it.

"Well, I guess this about winds up my letter. I must hurry to rehearsal soon. Buelah's going to dash me over on her broomstick because I'm late now. Everyone sends his love to you all and hopes that you're having fine vacations. We'll see you soon . . . Until then, this is your devoted correspondent saying 'Au Revoir!' "

Mme. Ophelia Oglepuss

TV TOPICS: John Kieran, sports scribe, poet, walking encyclopedia and philosopher, is now working on a video series titled "Kieran's Kaleidoscope" which Chicago stations will dicker for soon . . . Studio tours of WBKB are fast becoming popular with Chicago women . . . J. Arthur Rank, British film magnate, has practically sewed up TV film rights to the Olympics . . . Leading daily newspapers throughout the country are adding TV columns to their features . . .

Notes from Readers.....

Letters should be addressed to the Editor, *Television Forecast*, 185 North Wabash, Chicago, Ill.

Sirs:

Your educational articles on television are worth more than the subscription fee.

CHICAGO, ILL. CLIFFORD DAVEY

Sirs:

I like television but please let's not have any silly commercials!

CHICAGO, ILL. JOS. H. GROSS

Sirs:

"TIME OUT"

There is a grand little Telecast group
Known as Kukla, Fran and Ollie,
And they're as dear to the hearts of the video fans
As radio's beloved Fibber and Mollie.
To see them is to love them,
Youngsters and oldsters, too,
They're on each night at half-past six,
With a program always new.
Right now they're on vacation,
For a rest they really deserve,
For the show they put on the year around
Really is something superb!
We thank the Telecast Forecast
For helping us keep in touch
With Kukla, Fran and Ollie,
Whom we're missing very much!

CHICAGO, ILL. CECELIA MASTIN

Sirs:

. . . We enjoy your very instructive editorials and I wish you great success in your new promotion.

CHICAGO, ILL. MRS. HENRY FELZ

Sirs:

We find *Television Forecast* to be a good, clean magazine. Hope you enjoy the best of luck.

CHICAGO, ILL. MR. & MRS. A. WEISS

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Television Forecast for

Thursday

August 19, 1948

10:30—WOMAN'S WORLD. **WBKB.** Cooking with Mary Martensen.

11:00—THE DEXTERS. **WBKB.** Jim and Edie, a comedy team.

11:15—SHOPPING WITH DINNY. **WBKB.** Charm and helpful shopping tips from this Miss.

12:50—FILM. **WGN-TV.** To be announced.

12:55—BASEBALL TELEQUIZ. **WBKB.**

1:00—NEWSREEL. **WGN-TV.** Spencer Allen and the news.

1:10—PLAYERS OF THE DAY. **WGN-TV** with Ed Cooper, TV reporter.

1:10—MEET THE PLAYERS. **WBKB.** George Janda in interviews before the game.

1:20—BASEBALL. **WGN-TV.** Cubs vs. Pittsburgh, with Jack Brickhouse.

1:25—BASEBALL. **WBKB.** Cubs vs. Pittsburgh; Joe Wilson, announcing.

3:00—MAN ON MIDWAY. **WTMJ-TV.** From State exposition.

3:20—LOOK AT NEWS. **WTMJ-TV.**

3:30—TENTH INNING. **WGN-TV.** Scores of other games.

3:30—MOVIE MATINEE. **WTMJ-TV.**

4:00—CHILDREN'S CORNER. **WTMJ-TV.**

4:15—FFA DAY. **WTMJ-TV.** From State fair grounds.

7:00—ADAM VS. EVE. **WTMJ-TV** quiz show.

7:30—MOMENTS OF MELODY. **WGN-TV,** with Major Speed Chandler, and Jack Owens as guests.

7:30—SHOPPING WITH DINNY. **WBKB.** This Miss has an evening show, too!

7:30—REEL FUN. **WTMJ-TV.**

7:45—ZOO'S WHO. **WTMJ-TV.** Milwaukee Zoo.

7:50—TELENEWS. **WBKB.** Jim Ameche narrating.

8:00—MOVIE THEATER OF THE AIR. **WBKB.** Franklyn MacCormack, MC.

8:00—NEWSREEL. **WGN-TV,** with Spencer Allen narrating.

8:00—DUGOUT DOINGS. **WTMJ-TV.** At Borchert field.

8:10—SPORTSMEN'S CORNER. **WGN-TV.** With Paul Fogarty.

8:10—BASEBALL. **WTMJ-TV.** Milwaukee vs. Louisville.

8:30—WRESTLING. **WGN-TV** with Jack Brickhouse; from the Madison AC.

9:30—NEWS. **WBKB.** Today's World Picture with Acme photo flashes and bulletins from WBKB reporters.

(Subject to Change.)

Catherine Payne Stars as Housewife, Dramatic Actress

There's authority acquired by running a large household behind Catherine Payne's advice in "Cutting Corners" on WBKB's "Woman's World" at 10:30 a. m.

And there's also the authority of many years of show business behind the performance the television audience saw her give in "Ladies in Retirement" August 1.

HELEN MALONE, C. PAYNE

Both reach the screen with know-how developed through years of work before the cameras—work which began when television was still in the laboratory experiment stage in Chicago.

The still-large household calls a Queen Anne bungalow in Ravenswood home, and Catherine head of the family. There are seven now, but immediately after the war, it reached 11. It started with two sons and two daughters, one of whom was a major in WAC. The second generation totals six grandchildren.

It's this family circle which has tested the household hints Catherine passes on to housewives in "Cutting Corners". She knows from experience the ideas are sound.

Her life as an actress began with five years of work in Chicago stock companies.

While her children were small, she maintained her interest in the stage through giving dramatic readings before women's clubs, and as soon as they were grown, started a new career in radio and television.

She had the starring role in the first of the Barnum Teletheater plays, "Papa Is All," and played a feature role in "Angel Street".

On the Cover

BUD YOUNG & RICHY VICTOR, termed "real gone guys" by some critics, are seen Friday nights at 8:30 o'clock on WBKB. The zany characters reportedly invent their own line of teletalk.

TV Helps Baseball Official Agrees

The Cubs' Phil Wrigley and WBKB's Capt. Eddy can cite many reasons why televising benefits baseball attendance, but J. Alvin Gardner, president of the Texas League, comes up with a new one.

Says Gardner: "Television won't hurt attendance because nothing can take the place of actually being at the game. Baseball gives an American a chance to explode. He can ride the umpire or the manager, criticize the players, say anything he likes, and do what he wants to. Nothing ever is going to take the place of that for a sports fan."

Kaiser-Frazer Sponsors News Sign-off on WBKB

Cook County motors now has the last word on WBKB Monday, Wednesday and Thursday evenings. They have bought the final news summary at sign-off time to advertise Kaiser-Frazer automobiles. Vin Gottschalk is the commentator.

WGN-TV To Telecast All-Star Football Game Friday Night

Televiewers have a football treat this week! Friday night, August 20 the 15th annual College All-Star game will be presented over WGN-TV, starting at 8:30 p.m. As a special feature of this issue, the editors of Television Forecast present the roster of All-Stars and the Chicago Cardinals, the National League professional football champions of last season.

BULLETIN

Jack Brickhouse will announce, for the benefit of readers of this magazine, the numbers of the All Star football players, so they may be marked alongside the following line-up.

ALL-STAR ROSTER

Name	Pos.	School
Agase, Lou	T	Illinois
Ashbaugh, Pete	QB	Notre Dame
Brieske, Jim	C	Michigan
Brown, Howard	G	Indiana
Bumgardner, Max	E	Texas
Chappuis, Bob	HB	Michigan
Cleary, Paul	E	So. Calif.
Cline, Ollie	FB	Ohio State
Conerly, Charles	QB	Mississippi
Connor, George	T	Notre Dame
Czarobski, Ziggy	T	Notre Dame
Davis, Bob	T	Georgia Tech
DiFrancesca, Vince	G	Northwestern
Edwards, Weldon	T	Tex. Christian
Edwards, Dan		
Elliott, Chalmers	HB	Michigan
Fears, Tom	E	U.C.L.A.
Foldberg, Henry	E	Army
Ford, Len	E	Michigan
Garrett, Dub	T	Miss. State
Giannelli, Mario	G	Boston College
Girard, Earl	HB	Wisconsin
Gompers, Bill	HB	Notre Dame
Gorski, Stan	E	Northwestern
Graves, John	HB	California
Gray, Gordon	HB	So. California
Halliday, Sid	E	So. Methodist
Johnson, Al	QB	H'd'n Simmons
Layne, Bobby	QB	Texas
Leonetti, Bob	G	Wake Forest
Livingstone, Bob	HB	Notre Dame
Lujack, John	QB	Notre Dame
Maloney, Norman	E	Purdue
Mann, Bob	E	Michigan
Mathews, George	HB	Georgia Tech
Maves, Earl	FB	Wisconsin
Moss, Perry	QB	Illinois
Nabors, Roland	C	Texas Tech.
Nolan, John	T	Penn State
North, John	E	Vanderbilt
O'Connor, W. F. (Zeke)	E	Notre Dame
O'Connor, W. J. (Bucky)	G	Notre Dame
Ognovich, Nick	HB	Wake Forest
Olsonoski, Larry	G	Minnesota
Owens, Isaiah	E	Illinois
Potsklan, John	E	Penn State
Prchlik, John	G	Yale
Pritula, Bill	G	Michigan
Ramsey, Knox	G	Wm. and Mary
Rapacz, John	C	Oklahoma
Rhodemyre, Jay	C	Kentucky
Sandifer, Dan		
Savitsky, George	T	Pennsylvania
Scott, Dick	C	Navy
Signaigo, Joe	C	Notre Dame
Simmons, Floyd	FB	Notre Dame
Smith, Bill	T	No. Carolina
Statuto, Art	C	Notre Dame
Strohmeyer, George	C	Notre Dame
Suhey, Steve	G	Penn State
Sullivan, George	T	Notre Dame
Swiacki, Bill	E	Columbia
Tittle, Y. A.	QB	La. State
Urban, Gaspar	T	Notre Dame
Wedemeyer, Herm	HB	St. Mary's
Weinmeister, Arnold	T	Washington
Werder, Dick	G	Georgetown
White, John	C	Michigan
Wozniak, John	G	Alabama
Yagiello, Ray	G	Catawba
Yerges, Howard	QB	Michigan

(*Continued on next page*)

WGN-TV Test Pattern

WGN-TV daily telecasts its test pattern from 11 a.m. to 5 p.m. for the benefit of servicemen making installations or adjustments of receivers. The pattern will also be seen Monday through Friday from 7 to 7:30 p.m. and from 7:30 to 8 on Saturday and Sunday.

Friday

August 20, 1948

10:30—WOMAN'S WORLD. **WBKB.** Fashions. Opening show of this one hour program.

10:45—FILM. **WBKB.**

11:00—AMERICAN MEDICAL ASSN. **WBKB.**

11:15—SHOPPING WITH DINNY. **WBKB.** Accompany this Miss on a mythical tour of leading department stores.

12:50—FILM. **WGN-TV.** To be announced.

12:55—BASEBALL TELEQUIZ. **WBKB.**

1:00—NEWSREEL. **WGN-TV** with Spencer Allen.

1:10—MEET THE PLAYERS. **WBKB.** George Janda, TV reporter.

1:10—PLAYERS OF THE DAY. **WGN-TV** with Ed Cooper interviewing stars.

1:20—BASEBALL: **WGN-TV.** Cubs vs. Cincinnati, with Jack Brickhouse.

1:25—BASEBALL. **WBKB.** Cubs vs. Cincinnati Reds, from Wrigley field, with Joe Wilson.

3:00—MAN ON MIDWAY. **WTMJ-TV.**

3:20—LOOK AT NEWS. **WTMJ-TV.**

3:30—TENTH INNING. **WGN-TV.** Scores of other games; interviews with fans.

4:00—CHILDREN'S CORNER. **WTMJ-TV.**

4:15—THRILL DAY. **WTMJ-TV.** From Wisconsin State fair.

7:00—SPELLBALL. **WTMJ-TV.** Quiz show.

7:20—NEWS. **WTMJ-TV.**

7:30—FILM. **WBKB.**

7:30—REEL FUN. **WTMJ-TV.** Variety show.

7:50—FILM. **WGN-TV.**

7:50—TELENEWS. **WBKB,** with Jim Ameche narrating.

8:00—TELE-CHARADES. **WBKB.** Ed Roberts host to NU and U of C guests.

8:00—NEWSREEL. **WGN-TV** with Spencer Allen.

8:10—SPORTSMEN'S CORNER. **WGN-TV.** Paul Fogarty presiding.

8:30—ALL STAR GAME. **WGN-TV.** Grid classic from Soldier's field. Complete story on inside pages.

8:30—BUD YOUNG & RICHY VICTOR. **WBKB.** Zany guys.

8:45—FILM. **WBKB.** To be announced.

10:00—NEWS. **WBKB.** Today's World Picture.

(Subject to Change.)

Pro Lineup . . .

(*Continued from page* 9)

CHICAGO CARDINALS

Name	Pos.	College	No.
Andros, Plato	G	Oklahoma	68
Angsman, Elmer	B	Notre Dame	7
Apolskis, Ray	G	Marquette	75
Arms, Loyd	G	Okla. A & M	76
Banonis, Vince	C	Detroit U.	32
Blackburn, Bill	C	Rice Inst.	57
Bulger, Chet	T	Auburn	11
Camp, Jim	B	U. of N. Carolina	23
Campbell, Bill	C	Oklahoma U.	53
Chickerneo, John	B	Pittsburgh	90
Christman, Paul	B	Missouri	44
Clatt, Corwin	B	Notre Dame	69
Cochran, John "Red"	B	Wake Forest	24
Colhouer, Jake	G	Oklahoma	55
Coomer, Joe	T	Austin Coll. (Tex.)	50
Davis, Jerry	B	Southeastern La.	25
deCorrevont, Bill	B	Northwestern	39
Dewell, William A.	E	S.M.U.	41
Dimancheff, Boris "Babe"	B	Purdue	87
Doolan, Jack	E	Georgetown	66
Dove, Robert	E	Notre Dame	42
Elkenberg, Virgil	B	Rice Inst.	49
Goldberg, Marshall	B	Pittsburgh	99
Hanlon, Bob	B	Notre Dame-Loras Coll.	47
Harder, Pat	B	Wisconsin	34
Hollar, John	B	Appalachian State Tea.	18
Jacobs, Marl	T		60
Kenny, Vernor	G	St. Louis U.	95
Kutner, Malcolm	E	U. of Texas	80
Kristen, Steve	T		
Lange, Gerry	B	Iowa Wesleyan	
Lecture, Jim	G	Northwestern	
Liebel, Frank	E	Norwich College	51
Loepfe, Dick	T	Wisconsin	72
Mallouf, Ray	B	S. M. U.	22
Mauldin, Stan	T	U. of Texas	77
Nichols, Hamilton	G	Rice Inst.	73
Otto, Roland	E	St. Louis U.	86
Parker, Joe	E	U. of Texas	81
Ravensberg, Bob	E	U. of Indiana	
Ramsey, Garrard	G	William & Mary	20
Rankin, Walter	B	Texas Tech.	
Schofro, Frank	G	Mo. School of Mines	
Scott, Arnold	B	Montana State	40
Schwall, Vic	B	Northwestern	37
Sortal, Harry	E	St. Louis U.	
Szot, Walter	T	Bucknell	36
Trippi, Charley	B	Georgia	62
Wedel, Dick	G	Wake Forest	46
Yablonski, Ventan	B	Columbia	33
Zimny, Robert	T	Indiana	15

Roster of Coaches For All Star Game

CARDINALS

James G. Conzelman, Head Coach; Line Coach, Philip Handler; Raymond Parker Backfield and Richard Plasman, Ends.

ALL STARS

Head Coach Frank Leahy, Notre Dame; Back Field, Blair Cherry, Texas; Andy Kerr, Lebanon Valley; Bob Higgins, Penn State. Line Coaches Bob Voigts, N. U., Jeff Cravath, So. Calif., Ed Krause, Notre Dame, and Wally Butts, Georgia.

MARCIA HART—Popular WBKB actress seen in many of the station's dramas. Chicago and suburban fans have praised her acting and requested her photo be published in this magazine.

New Quiz Program To Give The Answers

Calculated to tantalize the televiewer is Evans Fur company's "Fashion Quiz" which opens at 8:15 p.m. Monday, August 16, on WBKB.

Kay Westfall gives the answer, then Bob McKee grabs the phone to ask the question of a TV receiver owner. The viewer who tosses Kay's words back at Bob wins at least $5 in cash and the sum increases every time someone misses the answer.

That isn't all. Bob then gives the winner his choice of taking his cash winnings, or risking them on his ability correctly to identify a tune which is played. Grand prize for the successful music detective is a $500 fur coat. The televiewer who comes up tongue-tied on all scores still has a consolation for answering his phone—he gets a $5 merchandise certificate.

Television Forecast for

Saturday

August 21, 1948

12:50—FILM. **WGN-TV.** To be announced.
12:55—FILM. **WBKB.** To be announced.
1:00—NEWSREEL. **WGN-TV.** Spencer Allen.
1:10—MEET THE PLAYERS. **WBKB.** George Janda, TV reporter.
1:10—PLAYERS OF THE DAY. **WGN-TV** with Ed Cooper interviewing stars.
1:20—BASEBALL. **WGN-TV.** Cubs vs. Cincinnati, from Wrigley field; Jack Brickhouse announcing.
1:25—BASEBALL. **WBKB.** Joe Wilson describing game between Cubs and Cincinnati.
2:30—KEEN TEENS. **WTMJ-TV.** Variety show from State fair.
3:00—WILD WEST THEATER. **WTMJ-TV.** Film, "Pecos Kid."
3:30—TENTH INNING. **WGN-TV.** Scores of other games.
7:00—QUIZ TIME. **WTMJ-TV.**
7:20—NEWS. **WTMJ-TV.**
7:30—REEL FUN. **WTMJ-TV.** Variety show.
7:45—GOLDEN WEDDINGS. **WTMJ-TV.**
8:00—NEWSREEL. **WGN-TV.** Spencer Allen.
8:00—FILM. **WBKB.** Shorts.
8:00—DUGOUT DOINGS. **WTMJ-TV.**
8:10—FILM FEATURE. **WGN-TV.**
8:10—BASEBALL. **WTMJ-TV.** Milwaukee vs. Indianapolis.
8:30—WESTERN. **WBKB.** Film.
10:00—NEWS. **WBKB.** Today's World Picture.

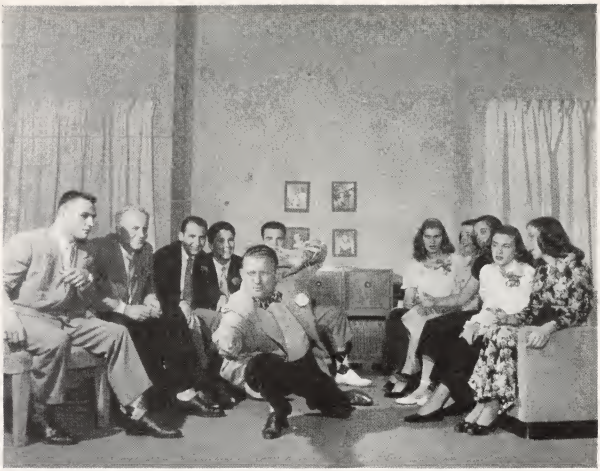
(Subject to Change.)

Survey Baseball Reception

If your doorbell rings and an authorized representative of the National League questions you on baseball and television, it is only because the league wishes to learn how baseball can best be televised and to reveal errors, if any, in current methods.

	1	2	3	4	5	6	7	8	9	10	R	H	E
CUBS													

Cub fans who like to keep their own box scores will like this added feature. Just mark in the name of the visiting team and you have a nine inning companion.



Did You Guess It?—Ed Roberts, who keeps the peace when teams of college men compete with teams of women from a rival school on "Telecharades" lunges furiously as he dramatizes "Duel in the Sun" for the home audience. Their antics are seen on WBKB at 8 p.m. Fridays. Viewers join the fun and win prizes by solving Ed's weekly puzzler and suggesting toughies for the following session.

Use Stratovision on Convention

In a history-making telecast from WMAR-TV, sessions of the Republican national convention were beamed to the mid-West from a stratovision plane hovering over Pittsburgh. It was the first public demonstration of stratovision in a program designed to cover nine states and reach the largest potential listener audience in the history of television. The plane, flying five miles over Pittsburgh, relayed the WMAR convention coverage for an hour.

Cooperating in the test were stratovision engineers of the Glenn L. Martin Company, and the Westinghouse Electric Corporation, developer of the technique.

The public demonstration was telecast on Channel 6. Televiewers in the Baltimore-Washington area were able to observe the WMAR transmission on Channel 2 and then switch to Channel 6 and pick up the same program direct from the stratovision plane.

Fifteen minutes after the program started, televiewers in Cleveland; Marion, Ohio; and Sharpsville, Pa., reported "good reception." Zanesville, Ohio, was chosen as one of the listening and viewing test points because of its location far beyond the range of any existing ground-located television stations.

Leading off the historical program was a special film arranged by WMAR and the Martin Company, depicting the operation of the stratovision plane. The film showed the huge B-29 taking off from the Martin plant and the historic test. Listeners in the area west of the Alleghenies, Pennsylvania, New York, Michigan, West Virginia, Indiana, Kentucky and Ohio were told that they were part of a historic engineering feat.

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Television Forecast for

Sunday

August 22, 1948

12:55—FILM. **WBKB.** Feature.

1:00—NEWSREEL. **WGN-TV.** Spencer Allen.

1:10—PLAYERS OF THE DAY. **WGN-TV** with Ed Cooper interviewing baseball stars.

1:10—MEET THE PLAYERS. **WBKB.** Pre-game chats with players; George Janda.

1:20—BASEBALL. **WGN-TV.** Cubs vs. Cincinnati, from Wrigley field, with Jack Brickhouse.

1:25—BASEBALL. **WBKB.** Cubs vs. Cincinnati, with Joe Wilson. Televised direct from Cubs park.

3:30—TENTH INNING. **WGN-TV.** Scores of other games and interviews with fans attending today's game.

7:00—KNICKERBOCKER SHOW. **WBKB.** First amateur show on TV in Chicago, direct from Hotel Knickerbocker.

8:00—NEWSREEL REVIEW. **WGN-TV.** Spencer Allen with roundup of week's news.

8:10—GLOBAL GLIMPSES. **WGN-TV.** Film feature; travelogue.

8:30—FILM. **WBKB.** To be announced.

8:30—CROSS QUESTION. **WGN-TV.** Another law suit is enacted in the WGN-TV courtroom in this fictional but realistic studio presentation.

10:00—NEWS. Today's World Picture.

(Subject to Change.)

Note: WTMJ-TV, Milwaukee, channel 3 television station was unable to provide a program listing for this date at press time. WTMJ-TV programs on other pages are for the convenience of north suburban listeners able to receive the station.

Superstitious? So Is ABC TV Center

Exponents of numerology will attach some significance to the frequency with which the number "7" appears in ABC's plans for America's largest and most elaborately equipped Television Center in New York City.

The key digit rules all TV engineering operations, not only for WJZ-TV, which will go on the air Tuesday, August 10, but also for all five of ABC's owned and operated stations, because each one will occupy Channel 7. The first announcement of ABC's establishment of these five outlets, incidentally, included news of the signing of two important affiliates, WFIL-TV, Philadelphia; and WMAL-TV, Washington—bringing the total number of video stations at that time to 7. WENR-TV is the Chicago station.

Today it was learned that alterations made on the exterior arrangements of the building to house the mammoth new studio will change the address of the building to 7 West 66th St. And the telephone number will be Trafalgar 3-7000.

When the network program chiefs met to plan the opening night's festivities on August 10, they paused but briefly over the question of opening time. That's right . . . WJZ-TV will inaugurate its activities at precisely 7 p.m.

Test Pattern and Music

Test pattern and music will be broadcast for fifteen minutes preceding each WBKB program; also test signals from 9 a.m. to 12 noon, and 1 p.m. to 5 p.m. except Sundays and during program hours.

Ted Mills Joins WNBQ

Edwin S. "Ted" Mills, Chicago television program coordinator, has been added to the staff of WNBQ, National Broadcasting company TV station scheduled for an early appearance in September. Mills had previously worked for WGN-TV.

Memo to Baseball Fans

. . . *ALL* Major league ball games in Chicago will be brought to you over the Chicago Tribune's new television station, WGN-TV.

You'll be closer than ever to those hustling Sox in 1948 since their complete home schedule, including 21 nite games, will be telecast *exclusively* by WGN-TV.

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